

Studebaker, Stutz, Templar, Vaux, Westcott and Willys-Knight.

The cars being exhibited here for the first time are the Duffort, Friend, Hanson, Hatfield, LaFayette, Lincoln, Lorraine, Noma and Piedmont.

The show committee this year is composed of John N. Willys, Willys-Overland, Inc., chairman; Harry M. Jewett, Paige-Detroit Motor Car Company, and H. G. Root, Westcott Motor Car Company. The officers of the National Automobile Chamber of Commerce, which sponsors the New York show and also the one in Chicago—from January 23 to February 5—are as follows: Charles Clifton, Pierce-Arrow Motor Car Company, president; Hugh Chalmers, Chalmers Motor Company, vice-president; R. D. Chapin, Hudson Motor Car Company, vice-president; Windsor T. White, White Motor Company, vice-president; C. C. Hittaco, Maxwell Motor Company, Inc., secretary; Alfred Reeves, general manager; J. S. Marvin, assistant general manager.

## CARS HELP U. S. BACK TO NORMAL

Oakland Head Says Automobiles Add to Efficiency and Save Money.

"Few individuals outside the automotive industry realize what an important part the automobile is playing in the 'back to normal' movement," says Fred W. Warner, president of the Oakland Motor Car Company of Pontiac, Mich. "The automobile show season is about to begin, and it is the attention of the public to the great benefits gained through the passenger car."

There are, I know, those who regard the passenger car as an extravagance, but those persons must be numbered along with the cartoonists, jokesmiths and others most guilty of this shortsighted misstatement. Their personal attitudes are totally eclipsed by the findings of the National Automobile Chamber of Commerce, which proved by exacting research last summer that 90 per cent. of all passenger cars are used more or less for business.

"From the Oakland executive offices in Pontiac, Mich., we have enjoyed the success that came from a conviction of this fact in other words, we have sold transportation. The fact that the farmer adds 68 per cent. to his efficiency by the use of a passenger car also sustains our contention. And finally, when it was announced that the average car owner's efficiency is increased 37 per cent. by use of his automobile, we regarded our claims as completely vindicated."

"Of course, there must be a compromise. If this transportation is to be the basis of profit, operation of the car must be economical. That is why we have continued to build an automobile that gets exceptional mileage on present day fuel and is conserving of tires. We might build a heavier car, but we cannot build a more serviceable car; we might put out a larger engine, but we cannot build a more dependable and economical engine. The Oaklanders now in service—more than 200,000 of them—are witnesses for our claim of economy of operation."

"We have built cars for farmers, doctors, salesmen, lawyers, contractors, real estate men, insurance agents and about every other trade or profession under the sun. Consider the total increase in efficiency and profit, the saving in time, that these Oakland cars have accumulated."

"Freedom from timetables, freedom from the beaten highways and complete disregard for weather have been gained by the owners of Oakland closed cars. It is interesting to see the manner in which the farmer has adopted the sedan and coupe. He realizes that for complete satisfaction he must have a car that can be used at any time with maximum comfort and convenience. Being, as a type, a practical fellow, he seeks continuous service and gets it to the greatest possible degree in the closed car."

The reports of Oakland owners who operate their cars under the most arduous conditions only serve to strengthen our statement that the passenger automobile is the modern means of transportation—the most economical means of transport there is an Oakland.

"Gasoline costs have mounted. To maintain this economy, good mileage is imperative. And Oakland owners continue to tell us that they get from 18 to 20 miles to a gallon."

The Oakland Motor Car Company, for which President Warner speaks, is a member of the General Motors Corporation group, and is rated as the sixth largest producer in the world. For several years Oakland has dwelt upon "transportation" as well as the intrinsic value of the materials contained in the machine.

## SHOW MAY BREAK PESSIMISM

By Cheering Up Dealers It May Relieve Industrial Depression.

"The New York Automobile Show can be the means of altering the trend of not only the automotive industry, but of the entire manufacturing industry," said John N. Willys, president of the Stutz Motor Car Company of America, Inc., last night at the automobile show, where five Stutz models are on display. "Providing only ten people attend the entire show, it will be a success if during this week of the show the men in the industry can be awakened from the pessimistic torpor that seems to permeate the automotive industry."

"The pessimism is merely a state of mind. Last week, before I came East, I met a friend who is an automobile dealer. His face was long and drawn and his entire appearance dejected. 'You look as though you were on your way to the bank,' I said. 'That's where I'm going,' he answered."

"Then I questioned him about business and found that he had sold more cars in November than he had the previous year, and he was finally admitted that business in December, usually a dull month, was gratifying. 'But,' he said, 'every one else in the industry seems dejected, and I guess I've become filled with the stagnant atmosphere too.'"

"So it is with the majority. And that is where this year's automobile show has a big chance to work wonders in the industry. The New York press is doing all in its power to help the situation, and if this great gathering of automobile men can send the members of the industry to their homes in all parts of the country with a smile on their faces and a realization that the cloud is not so black as they have made themselves believe the automobile show will have accomplished a great deal for humanity."

"If the automobile men return determined and optimistic, they will radiate this confidence to other lines of endeavor and thus the entire country will be benefited."

## COLE SETS ECONOMY RECORD

In the Los Angeles economy run, the premier motor event of the year on the coast, the Cole Aero-Right entry turned in a remarkable record. The car, a 1920 model, set a mark of 40.40 miles per gallon of fuel. The Cole used only one quart of water and three pints of oil in actual sea mileage. It gave a mark of 17.5 miles to the gallon of fuel.

## The Motor Situation.

By EDWARD S. JORDAN, President, Jordan Motor Car Company.

In the last few months a remarkable condition has developed in the automobile industry. Many have cried "woe!" and have been loud in their claims that the automobile industry has at last reached the saturation point. Yet 9,000,000 car owners continue to drive their cars. Nine million automobiles are wearing out. No one has bought a horse. No one has entertained for a minute replacing his car with any other means of transportation. Yet those with stunted vision cry that the motor industry has reached the end of its rope.

Last September, when Ford saw fit to cut the price of his car, buying suddenly ceased. The need and desire for transportation by motor car, however, did not stop.

Everyone immediately felt that further reductions in all cars were imminent. The history of buying repeated itself. Owners of cars felt that the price of new cars must come down. Yet 9,000,000 car owners did not realize that a reduction in the price of new cars meant a reduction in the value of their own cars.

Many sensed this condition and sought their dealers at once and negotiated the best possible trade on their old cars. Many held off in the hope that the situation would change.

Then suddenly, awakening to the real condition, they beseeched their dealers in an endeavor to make a trade without disadvantage to themselves. Dealers, quickly seeing to the point where these trade-ins could no longer be considered on the basis car owners desired.

The result was stagnation in the buying of motor cars. Factories stopped running, parts makers stopped producing, dealers stopped selling. And still 9,000,000 motor cars continue to run and wear out.

To-day the motor industry faces a future as bright and as big as ever seen in the past. A new appreciation of motor car value has developed. The old idea that purchase price was the last price passed out with 1920. Now again we see the public buy motor cars with the same attitude of mind that they buy shoes, clothing and food.

Hereafter buying will be done toward the day when the car will be traded in again against a new car. Price will be a factor, but beyond this, the value the public places on any make of car—the service the manufacturer and dealer puts into the car—the cost of upkeep the owner must meet in maintaining the car—these will be the big factors in determining price in the future.

Many owners realize that the time to sell their old car is right now. They are consulting their dealers and inquiring to the time when their car will reach the point of diminishing returns.

With the industry producing only about 20 per cent. of normal demand the last three months of 1920—with 9,000,000 cars constantly wearing out—by transportation by motor car an economic fact—there is anything unusual or marvellous in the prediction that the motor car industry will continue on its upward swing?

Is it unusual to predict a renewal of normal buying in the spring? Is it astonishing that the motoring public have at last reached the point where their formula of buying has become—

Last price, plus upkeep cost, plus depreciation on a resale?

## COLE OPTIMISTIC CONCERNING 1921

Says Industry Will Equal or Surpass Sales Volume of Past Year.

By J. J. COLE, President Cole Motor Car Company.

Considering the many unusual circumstances surrounding the business procedure of the country during the past twelve months the motor car industry, by and large, may be said to have experienced a most gratifying and beneficial year.

The leveling process which always follows an era of extreme prosperity has visited hardships on some, but in the main the substantiality of the industry has been apparent and the soundness of its business judgment proven conclusively by its ability to adapt itself to the many variable conditions.

We have learned much in the last twelve months. We are vastly better off for the experience. On every hand we see a conscientious effort to improve, to take advantage of every possibility to build upward to the most stable and dependable footing, to leave no stone unturned in striving to give to the motoring world the very best which it is possible to build under normal conditions.

Consequently the year 1921 has arrived to find the motor car industry in a most hopeful frame of mind. The average business for the new year gives every promise of equaling, if not surpassing, the volume for 1920.

For ourselves, we feel most happy over the accomplishments of our organization last year. We have grown a point where more than \$5,000,000 is involved in the transaction of our affairs, and at all times we have enjoyed a cash reserve of considerably over \$1,000,000—a sum in excess of our total capitalization. Our gross receipts for 1920 were in the neighborhood of \$20,000,000, and all of our operations have gone forward without the necessity of issuing any preference stock or bonds.

As for our production, we attained our minimum program for the year without in any way burdening our dealers or distributors with any unusual responsibilities. Thus we find our entire sales fabric intact and ready for any effort that may be required of it during the present year.

Where improvements in workmanship or materials have been possible we have shown no hesitancy to put additional expense into the manufacture of the car. Where it is possible to create advancements of any kind price has been the last consideration.

We are persuaded that the automobile buying public is convinced of the logic of the idea that it is not how cheap but how good a product is that determines whether or not it is a wise investment.

This is likewise the opinion that is held by the men of the entire industry; it is the policy which will govern the constructive efforts which will characterize the return of the automobile industry, as well as every other business, to a normal status.

The expense of operating under the high pressure of the last two years was enormous. The difficulty of obtaining labor that was adequate for the task imposed, as well as of obtaining materials, involved expenditures which were appalling.

The demand for cars, which increased so markedly during the last twenty-four months, will experience only an unappreciable decline. The percentage of the present owners of cars will not be lowered very considerably. Competition will be quite as keen in the material and labor markets of the retail and wholesale markets of the industry. Manufacturers must take advantage of every possibility to keep their costs down as low as possible without sacrificing quality, but if they would improve their products whenever improvements are possible present prices cannot be lowered very appreciably.

Had the automobile industry as a whole been at all negligent of its responsibility to the ultimate buyer of cars and failed to afford one hundred cents of value for every dollar invested with it the phenomenal rise of this industry would not have been accomplished.

ALLEN CARS HAVE NEW HUES. Sapphire, Garnet, Turquoise and Amethyst Introduced at Show.

The Allen Motor Company has gone back to mother Nature for its inspiration and has taken to itself the symbol of promise and hope of all the ages—the rainbow and its colors.

Allen cars during 1921 will be dressed in the following colors, which the company has named after the precious stones they resemble—sapphire, a rich deep maroon; turquoise, a light, greenish blue, which is exceedingly popular, and amethyst, a rather unusual shade of violet.

## C. W. NASH HAS HIGH HOPES FOR 1921

Well Known Manufacturer Discusses General Business Outlook for Year.

"With the abundance of material wealth in this country to-day the business outlook is bound to be most encouraging," says C. W. Nash, president of the Nash Motors Company and one of the country's foremost manufacturers.

"America is to-day the richest nation in the world. This will not be questioned. For some years past we have acted as the main source of supply for other countries. The volume of our production in most lines has been limited only by our ability to produce and not by the size of the demand."

"Our products have been sold at top prices. In payment for these products there has been a steady flow into this country of the money of the world outside America, instead of being added by stupendous financial obligations, as are most of the other countries, stands in the enviable position of being the world's creditor—the greatest money power among nations."

"A nation we are more than solvent. We have a handsome balance on the right side of the ledger. And this wealth is not concentrated in the hands of a few individuals. It is spread through every industry and every layer of the nation's economic life."

"Business has just passed through the most profitable era in its history on the part of the individual. Profits have passed all previous marks and profits have been correspondingly good."

"This naturally brought with it a period of unprecedented prosperity for labor, which has received more for its services—in many instances—for a single day than it formerly received in a week."

"Farmers, too, have shared abundantly in these general good times. The point I am making is that there is wealth, a great amount of wealth, throughout the land. This, of course, is fundamentally important. It is the ground upon which I base my conviction that the readjustment through which we are just passing is to be followed by a period of good business. By this I do not mean boom business such as immediately preceded the present deflation process, but business conditions which will be a great deal more stable and sound."

"My confidence in the average American business man and his administrative ability is great. I know that, taken collectively, he is the best business man in the world. I do not believe this is mere patriotic talk, but feel that the facts bear me out."

"So I feel certain that he is a big enough executive to go through a necessary period of deflation and emerge stronger and more secure than he was before."

"In short, my confidence in the American business man, backed as he is by the nation's wealth, leads me to be most hopeful over the business outlook for the future."

"It is true that we are right now undergoing a readjustment which was necessary and inevitable and which, to my mind, is bound to have a good effect upon the entire country."

"This readjustment means a squeezing out of fictitious values and a getting back upon a more substantial and permanent economic foundation."

"That this readjustment is rapidly nearing completion is indicated by the fact that for some little time past there has been reported by the banks an increasing turnover of money. This is always a good sign."

"A process of liquidation is taking place which is putting the money of the country into healthier lines of business enterprise. While the banks report no radical reduction in the total amount of loans they do report an increasing liquidation of outstanding obligations and a consequent increase of new loans, which means that the nation's money is going back to work again and that high power is on the increase."

"I should say offhand that every dollar paid in on an old debt increases the buying capacity of the country to the extent of about 65 per cent."

"By way of illustration: If a man owes you a dollar and pays it you have a dollar more with which to buy and the man from whom you buy has another dollar with which he may purchase and so on, throughout the circle."

"The present condition of business indicates pretty clearly to me that there is bound to be an increase in the buying market in automobiles and kindred lines in which I am, of course, primarily interested, but that business as a whole soon will be to quote the old slogan, 'Carrying on as usual.'"

AUTOMOBILE NOT YET PERFECT Metallurgical Improvements Will Come, Frank Nutt, Engineer, Says.

"In no other industry are the demands for high grade steel so great as in the automobile industry," Frank N. Nutt, chief engineer of the Haynes Automobile Company, said recently. "In no other industry are the intricacies of the science of metallurgy so studiously applied as in the manufacture of automobiles."

"The slow speed internal combustion engine and the easygoing horse drawn vehicle of a few decades ago could be constructed of ordinary steel. The combination of the internal combustion engine and the carriage into a high speed, self-propelled vehicle necessitated light weight parts of great strength and wearing qualities."

"Fortunately all branches of science tend to keep pace with each other, and when such high grade steel was demanded the metallurgical world was ready with most extraordinary alloy steels, such as nickel steel, chrome nickel steel, chrome vanadium steel, and tungsten steel. These metals, which a few years ago were classed as semi-rare, are now used by many firms."

"To the casual observer it might appear that but little more could be connected with the metallurgical world. But the end is not yet. The future holds much for us. Many of the modern features of the modern automobile are soon to be superseded by improvements. The high pitch of the interest and activity in this modern industry assures us of this."

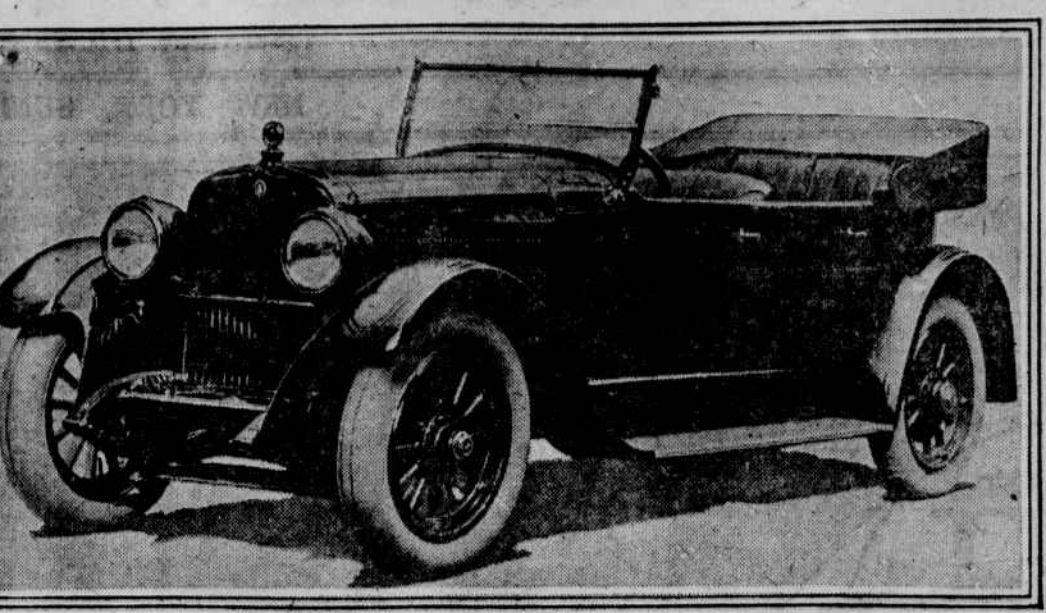
LYONS AUTO BUREAU HEAD. New Secretary of New York State Plans Reducing Accidents.

ALBANY, Jan. 8.—New York State has a new head to its motor vehicle bureau in the person of John J. Lyons of New York, who succeeded Francis M. Hugo on January 1.

In assuming the duties of his new office Mr. Lyons announced that he would pay particular attention to all measures which might serve to reduce the number of accidents attributable to the automobile, and in which carelessness on the part of the operator is so frequently paramount. The man or woman who handles a car in a reckless manner can expect little or no sympathy from Mr. Lyons.

Mr. Lyons, once a newsboy, is to-day the head of the largest motor vehicle bureau in the entire world. He will seek to make his own department a model for other States. He will divide his time between the New York and Albany offices.

## Snappy Lafayette Torpedo



## SHOWS INDICATE PROSPERITY.

New York and Chicago Exhibits Greater Than Ever Before.

"The two great automobile shows, at New York and Chicago, are watched with interest by every one in the industry and by every car owner, because these two shows are the great mile posts of the industry. Every year every manufacturer brings his latest and finest product to be exhibited along with other manufacturers' latest and finest products; everything new in finish, in body design and in mechanical construction is thus displayed at one time. These shows are the forecast for the new year, both as to the physical products of the industry and as to the business condition of the industry," says George W. Davis, president of the George W. Davis Motor Car Company.

"The 1921 shows will be greater than any of their predecessors. Twice as many admission tickets have been issued for the New York show as at the same time last year. Indications are that the attendance this year will far eclipse that of the year before. In Chicago equal enthusiasm is shown by a much larger advance sale of tickets than for the 1920 show."

"This early interest in the 1921 shows speaks well for the automotive industry and its prospects for 1921. Enthusiasm from owners and manufacturers as well as this makes the 1921 prospects for the automotive industry look very bright."

## UNFINISHED MOON DISPLAYED.

W. J. Coghlan Shows Car in the Rough at His Office.

In order to give the motoring public an idea of how a car in the rough appears W. J. Coghlan, president of the Moon Motor Car Company of New York, ordered from the Moon factory a chassis on which is mounted an unfinished, unpainted and untrimmed body.

The unfinished car is on display at the Moon showroom at 1875 Broadway, so that those interested in this car may see for themselves the inside construction and just how many annoying body troubles have been eliminated by new body engineering principles.

## "TANKS" AND SKID CHAINS.

Same Basic Principle Is Back of Both.

The marvellous success of the caterpillar type of tractor as used in the various kinds of "tanks" employed during the great war was accomplished by nothing more than a development of the familiar skid chain principle.

For many years expert engineers and inventors had struggled with the difficult mechanical problem of constructing a commercial vehicle that would lay its own track and thus enable it to secure traction on soft ground or other yielding and slippery surfaces. But their efforts were unsuccessful until the endless belt principle, such as is used in tire chains, was adopted. Thereafter the development of the present day "tank" and other caterpillar tractors was rapid, all of which goes to prove that the skid chain basic principle is the best giver of traction now known to the automobile world.

When you put skid chains on your bare tires you are giving them the benefit of this endless chain tractor principle, which was borrowed from them for use in "tanks," and you should invariably employ them whenever the going is the least bit uncertain from rain or other natural causes. Skid chains lay their own track of safety from the dangerous skid, as well as give tenacious grip that effectually prevents the useless spinning of wheels and consequent wastage of power, to say nothing of the great saving in tire wear caused by this slipage.

Remove the endless belt from the free-slatable "tank" and all its traction is gone; the powerful motors will be useless on account of the absence of the method by which their power is transmitted into forward motion. And so it is with the motor car using bare tires on slippery paving. The gripping contact of "endless" skid chains must be employed to furnish the rear wheels with traction, or even this extra power will be wasted in useless and expensive motion that gets the vehicle nowhere.

# PAIGE

## THE MOST BEAUTIFUL CAR IN AMERICA

### A Suggestion to the Sportsmen of New York

WE have stated on several occasions that our new seven passenger "Lakewood 6-66" is a car without a legitimate competitor.

By that we mean that it very distinctly outclasses every car in its own price field.

By that we mean that it can be compared with only the finest and most expensive motor vehicles on the market.

This is a broad and sweeping statement—very important if true, and very improper if founded on anything less substantial than facts.

But we are sure of our facts and the time is at hand when you can confirm them.

Practically every reputable American motor car is now on exhibition at the automobile show.

We suggest that you visit that show and compare the "Lakewood" with any car—at any price—and form your own conclusions.

So much for the facts that can be established indoors.

We next suggest that you forget entirely about standards of beauty and move to the real testing ground of mechanical fitness.

Take just one demonstration in the "Lakewood" and judge it from the standpoints of power, speed, acceleration, spring suspension and general motor efficiency.

Get the facts—actual lapsed time of the tests—and make a record on the demonstration card furnished by our Dealer.

Then take a second demonstration in any other car, at any price, and compare the results.

That is all we ask—and we make no prophecies whatever in regard to your ultimate conclusions.

In any fair, legitimate, stock car competition the "Lakewood" will tell its own story and you must be the judge.

Come, sportsmen. Let us show you the mettle of a real thoroughbred.

6-66 Lakewood Seven-Passenger Touring Car . . .  
6-66 Lakewood II Four-Passenger Sport Type . . .  
6-66 Five-Passenger Coupe . . .  
6-66 Seven-Passenger Sedan . . .

All models will be exhibited at Automobile Shows throughout the country

PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT, Michigan

Manufacturers of Paige Motor Cars and Motor Trucks

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